

1 know we have to be local, local, local, almost
2 hyper-local. And I want to give you two examples
3 from just this week.

4 On Monday, we got a call from a woman in
5 Harrisburg. The good news was PennDOT had plowed
6 the snow from in front of her house, the road
7 anyway. The bad news is, they dumped it onto the
8 sidewalk that she had spent four hours shoveling.
9 We went out and sure enough, found a seven and a
10 half foot mound of snow and ice. On President's
11 Day, we did the story, called PennDOT, said hey,
12 what is up with that? On President's Day holiday,
13 within two hours, they were out there to clean it.
14 It doesn't get any more local than that.

15 Also on Tuesday, we did a story about
16 the massive communications breakdown of government
17 agencies in dealing with last week's snowstorm and
18 asked the question, if we can't handle a snowstorm,
19 how are we going to handle a major emergency? An
20 important question in this post-September 11th
21 world. It doesn't get any more important than that.

22 Commissioner Copps said you watched
23 ABC27. You would know your numbers are incorrect
24 when you say there are only two lobbyists per state
25 lawmaker. You would know that Pennsylvania is one

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1 of the only states in the nation that has no
2 lobbyist disclosure law. So the fact is, we don't
3 know how many lobbyists are out there. It's a sad
4 state of affairs but I'm happy to tell you, we have
5 reported that.

6 And while our owners may not live here,
7 the anchors, the producers, the reporters, the
8 management, the sales staff, the marketing staff
9 absolutely does live here. We are very proud of the
10 work we do here.

11 Thank you very much for your time.

12 MODERATOR SIGALOS: Thank you. Betty
13 Fish.

14 MS. FISH: My name is Betty Fish and I
15 am the Director of Promotion and Public Service at
16 ABC27 WHTM.

17 Over eight years ago, and before the ABC
18 network adopted it, WHTM began using the slogan, "In
19 the community for a better community." Over time,
20 it has proven to be more than just a branding
21 statement for involvement. It truly is what the
22 station believes in and proves every single day
23 right here in our local community. Here are just a
24 few of the examples, with the emphasis on few,
25 because there's tons of stuff we do.

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1 By working with our local Big Brothers
2 and Big Sisters, every week we highlight the program
3 and encourage viewers to volunteer. Val's Kids
4 showcases foster kids looking for permanent homes.
5 Over 80 kids have been placed so far.

6 Every month we partner with the United
7 Way to match neighbors in need with neighbors who
8 can help.

9 And at the end of every Live at Five
10 newscast, we salute local hometown heroes, people
11 and organizations making a difference in our
12 community.

13 ABC27 is truly committed to being in the
14 community for a better community. In 2006, we ran
15 over 5300 public service announcements specifically
16 for local events and local nonprofit organizations.
17 And throughout the year, ABC27 supports and
18 participates in festivals, parades, walks, fund-
19 raisers, auctions, dinners, food drives, literacy
20 programs, and much more, and including the event
21 that's going on tonight here, that we have to get
22 out so they can get on the stage. We provide
23 prizes, purchase program ads, and our anchors and
24 reporters are out almost every weekend of the year
25 at these local events.

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1 I don't consider my position at ABC27
2 just as a job. I consider myself a public servant.
3 And I think all of my colleagues view that as well.
4 ABC27, like all television stations across the
5 country is in the local community for a better
6 community.

7 Thank you.

8 MODERATOR SIGALOS: Thank you. If Chuck
9 Rhodes, Valerie Pritchett, Anthony Manetta, Kathleen
10 Tunney, and Robert Woods, would you please come to
11 that microphone now? That is, Chuck Rhodes, Valerie
12 Pritchett, Anthony Manetta, Kathleen Tunney, and
13 Robert Woods. Please.

14 Anne Durr Lyon, please, you're up.

15 MS. LYON: Thank you. My name is Anne
16 Lyon and I'm representing nobody but myself. I'm a
17 social worker and I taught at HACC, I was a
18 professor at HACC, our local community college, for
19 25 years.

20 Sometimes I'm called a community itch,
21 perhaps. But one of the first, the first question I
22 have is, I agreed with what the Commission was
23 saying, then why is our television in such a mess,
24 and our radio, if you all have been doing what
25 you're talking about?

1 Also I want to take issue with the
2 business that competition in the marketplace is the
3 best way to run your business. That only produces
4 more corporate power and it must be regulated, we
5 know that, from years of history. And we simply
6 cannot run it on the basis of the marketplace stuff.

7 Let me just say, too, on the issue of
8 diversity. We're in worse shape now, as far as
9 segregation in the schools, than we were 30 years
10 ago. Only 14 percent of white students ever have
11 classes with African American students. I haven't
12 seen that on the media. These are issues that we
13 need to address in the national as well as the local
14 media.

15 We have people in jail serve 20 years.
16 They get out. We don't give them a cent. We don't
17 give them a job. We don't give them anything. that
18 is a travesty. We have not had those things to
19 discuss in the media. We must look to some of these
20 local issues that also have national ramifications.

21 MODERATOR SIGALOS: Thank you so much,
22 Ms. Lyon.

23 MS. LYON: Now, wait a minute.

24 MODERATOR SIGALOS: If you could please

25 --

1 MS. LYON: The reason I'm here is that
2 my father was a member of the Federal Communications
3 Commission, Clifford Durr. He was the author of the
4 Blue Book, with some other people and I --

5 MODERATOR SIGALOS: Thank you, but we
6 need to get everybody's voice heard.

7 MS. LYON: -- suggest that you all
8 review the Blue Book, just as we and lawyers must
9 review the Constitution, and get some of your stuff
10 back to where it should be.

11 MODERATOR SIGALOS: Thank you. Ron
12 Martin.

13 MR. MARTIN: Mr. Chairman, members of
14 the Commission, good morning. It's a pleasure to be
15 here. My name is Ron Martin and I'm a long-time
16 employee of WGAL-TV, where I'm employed as the news
17 anchor of the station's top rated newscasts at 5:00
18 p.m., 6:00 p.m., and 11:00 p.m.

19 Prior to that, I worked as a news
20 reporter and anchor at WHP TV AM/FM in Harrisburg
21 and before that, as a news reporter and anchor at
22 WSBA AM Radio in York. I was born and raised in
23 York, so the Harrisburg, Lancaster, Lebanon and York
24 area is my hometown area.

25 I'm here to speak today on behalf of

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1 WGAL-TV and it's commitment to community service. I
2 have personally witnessed and been a part of a
3 number of events supporting community organizations
4 that benefit the people who live in the towns that
5 make up our viewing area. For me, two examples of
6 the station's commitment stand out.

7 The annual YWCA Race Against Racism, of
8 which WGAL was one of the founding sponsors when it
9 began back in 2000 in Lancaster. We've since become
10 sponsors of the race here in Harrisburg and for the
11 first time this year, we're pleased to say we'll be
12 sponsors of the race in York. It's a major
13 fundraiser for the Y, to raise money, to offer
14 diversity programs in our communities.

15 But it's not just about raising money at
16 Channel 8. Last year, I hosted a WGAL town meeting
17 on crime here in Harrisburg and throughout what we
18 call the Susquehanna Valley. It began a community
19 dialogue on the problem of crime and resulted in a
20 special one hour broadcast of the town meeting on
21 Channel 8, which I must say, and I'm pleased to say,
22 it aired in prime time.

23 WGAL encourages all of its on-air
24 people, like myself, to be available to the
25 community by assisting organizations that work for

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1 the good of our community. Our news enjoys high
2 ratings, in part, due to the public's recognition
3 that WGAL is their local station.

4 Also I'd be remiss not to mention that
5 many of us who work at WGAL and are from this area
6 and feel proud that it's a station that
7 distinguished itself among the best in the nation at
8 serving its community and reflecting --

9 MODERATOR SIGALOS: Thank you very much,
10 Mr. Martin.

11 MR. MARTIN: -- the community it serves.
12 Thank you.

13 MODERATOR SIGALOS: Thank you. Larry
14 Gardner.

15 MR. GARDNER: For the past 26 years,
16 it's been my privilege to be the President and CEO
17 of Big Brothers Big Sisters of the Capital Region.
18 We have never had a line item in our budget for
19 advertising and in my lifetime, probably never will.
20 In our area, there are thousands and thousands of
21 children from all backgrounds who can benefit from a
22 Big Brother or a Big Sister.

23 The electronic media, in this community
24 especially, has been invaluable in supporting our
25 services and promoting the cause of volunteers and

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1 for folks to be Big Brothers and Big Sisters. It's
2 been much more than the PSAs that air after 1:00 in
3 the morning. The current news feature on Channel 27
4 is designed to recruit local folks to step forward
5 and be a Big Brother or a Big Sister. In the past
6 three months, we've had more volunteer inquiries to
7 step forward than we had in the previous 18 months
8 together.

9 There's one thing I know in doing this
10 for 26 years, that children who have a Big Brother
11 or Big Sister in their lives, begin to have more
12 hope and optimism for the future. They begin to say
13 "when I grow up" versus "if I grow up."

14 It is my opinion that the local
15 electronic media especially has contributed to
16 brighter futures for our children. I think that's
17 priceless. Thank you.

18 MODERATOR SIGALOS: Thank you. Michael
19 Hady.

20 MR. HADY: Good morning. I'm Michael
21 Hady. I'm the Vice President of Business
22 Development for Memorial Hospital in York.

23 I'm here today to speak on behalf of the
24 local media in the York area and their commitment to
25 our community, and particularly the positive aspects

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1 that they cover that you mentioned earlier.

2 Our hospital receives immeasurable
3 support from Fox 43, Cumulus WARM 103, WSBA, WGAL,
4 WHTM, and WHP regarding community awareness and
5 education and important community health issues.
6 From heart disease, to cancer, to diabetes
7 screenings, they go above and beyond in their
8 coverage. When we call, they respond.

9 They are active participants in
10 supporting financially and through staff
11 volunteerism, time to our annual campaign, our baby
12 and kids' expo, our annual golf tournament and fund-
13 raiser, and many, many other hospital events. The
14 air time offered in kind throughout the year to
15 support our mission is well in excess of \$100,000.

16 When the four hospitals in York County
17 came together last year to develop a smoke-free
18 campus project on all our campuses, the media was
19 there with us. WARM 103 became an active partner in
20 creating and running community service spots to let
21 the community know of this important community
22 change.

23 A few years ago when the Healthy York
24 County Coalition took on the issue of violence in
25 our community, what normally would be competitors,

1 Fox 43, WARM 103, WGAL, became active partners in
2 that effort in creating and running community
3 awareness spots regarding community violence. Again
4 once competitors, this time collaborators.

5 I serve on numerous community boards in
6 the York area and can say confidently that all the
7 local media go above and beyond in their commitment
8 to support. From the United Way, to the Health
9 Education Center, to the Strand Capital, they're
10 always there to support us.

11 In York County, we are truly blessed by
12 the support of our local media. They are important
13 partners for us and we strive to --

14 MODERATOR SIGALOS: Thank you.

15 MR. HADY: -- improve the lives of the
16 citizens of York County. Thank you.

17 MODERATOR SIGALOS: Thank you. Warren
18 Gittlen.

19 MR. GITTLEN: In 1970, my Dad, Jake
20 Gittlen, died of cancer. Having been the captain of
21 Penn State's Golf Team, I decided to raise money for
22 cancer research at Penn State's Hershey Medical
23 Center by hosting a golf tournament in Dad's memory.
24 We raised \$2,500 our first year and attracted about
25 50 golfers. As each year passed, we attracted more

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1 players and raised more money for cancer research.

2 In 1996, I felt that we had reached our
3 potential by raising \$425,000 that year. But a
4 funny thing happened on the way to our new venue,
5 Hershey Country Club. We now had the big facility
6 and the quality of golfers to attract television to
7 our event. I approached ABC 27 and told them of our
8 idea. They liked it. We were to become the first
9 televised, fund-raising amateur golf event in the
10 country. Our fund-raising skyrocketed to over
11 \$800,000 a year. Our telecasts not only increased
12 our fund-raising by over 60 percent, but all of
13 Central Pennsylvania now knew who we were and why
14 and what we were trying to accomplish. To date, we
15 have raised over \$14 million for our seven doctors
16 in the Gittlen Cancer Foundation.

17 Many of you will recall in the past year
18 Merck Pharmaceutical came out with a vaccine named
19 Gardasil to prevent cervical cancer. That vaccine
20 got its start in our lab in 1982. After being
21 turned down by the National Institute of Health, our
22 doctor, John Kreider, used the money he had just
23 received from our tournament to prove his off-the-
24 wall idea would work. It did. He was the first
25 person in the world to grow the HPV virus in a lab.

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1 Merck then bought his patent and 25 years later, the
2 first vaccine to prevent any form of cancer was
3 made.

4 MODERATOR SIGALOS: Thank you.

5 MR. GITTLEN: We in the public thank ABC
6 27 for the great support.

7 MODERATOR SIGALOS: Thank you. If we
8 could please have Ronald Gardner, Randy Freedman,
9 John Riggle, John Baldwin, and Carol Jacoby please
10 come to this microphone. That's Ronald Gardner,
11 Randy Freedman, John Riggle, John Baldwin, and Carol
12 Jacoby.

13 Chuck Rhodes.

14 MR. RHODES: Good morning,
15 Commissioners, and thank you for inviting me to be
16 able to speak here today. This is my 34th year as
17 an employee and a representative of WHTM Channel 27
18 here in Harrisburg. And I say that, representative,
19 because once we step away from the camera and move
20 out into the community, which we do on a daily
21 basis, pretty much a daily basis, we are in fact
22 representing that station. The public, they
23 recognize us from our on-air duties, but they know
24 us from our involvement in the community. And that
25 is not just words. We do it quite a bit. There was

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1 a point where I averaged two appearances a week,
2 speaking and working with different groups and
3 charities around the area. When you add that up
4 over 34 years, that's a lot of places and that's
5 usually on your own time, too, and more than happy
6 to do it.

7 WHTM has always given us free reign to
8 be out and do what, where we see a need, get out and
9 serve it. Not only do they encourage it, they make
10 all the doors open. They give us the backing,
11 anything we need to get out and get it done.

12 Now my livelihood is weather. And it's
13 a very important part of everybody's day in the
14 community, obviously. And we just saw it last week.
15 For the first time in my 34 years, I had never seen
16 three interstate highways and the Pennsylvania
17 Turnpike all shut down at once. I had never seen
18 that and I've been through some major storms. We
19 were on the air with constant updates, at one point,
20 every 30 minutes, with a brand new update, not only
21 telling you where the problems were but what was
22 being done.

23 And unfortunately, in some cases, as the
24 locals note here, what wasn't being done, to get the
25 people off the highways. We had hundreds of

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1 motorists put in harm's way and we were given carte
2 blanche, get on the air as often we needed to, to
3 get the information out and get those people get
4 some help. Get the word out, organize things, and
5 indirectly, it did a lot of good. And again, WHTM
6 management says, if you see a need, get out, serve
7 it, get it done.

8 Thank you.

9 MODERATOR SIGALOS: Thank you. Valerie
10 Pritchett.

11 MS. PRITCHETT: Hi, I'm Valerie
12 Pritchett with ABC 27. I want to thank you for
13 allowing me to speak today. I co-anchor the 5:00
14 news and I co-anchor the only local 7:00 news that
15 serves the needs of our viewers.

16 I know the one Commissioner said if it
17 leads, it bleeds. And while we do do stories on
18 crime, since people need to know what's going on in
19 their neighborhoods to protect themselves, we also
20 tell them when a crime is solved. And that's what
21 our viewers ask of us. They want to know that. And
22 that's the good news to them.

23 We do tell a lot of stories that make a
24 difference. I serve as the station's health
25 reporter and I give them the latest in advancements

1 in the medical field. As you just heard from Warren
2 Gittlen with Hershey Medical Center and all the
3 different hospitals in York and Carlisle, and here
4 in Harrisburg, letting them know what the
5 advancements are in their neighborhood.

6 Betty Fish told you earlier about Val's
7 Kids. I'm the Val in Val's Kids and we feature
8 children in the State-wide Adoption Network who are
9 looking to be adopted. There are thousands of them
10 and so far, 80 have been adopted. What a difference
11 that makes in the community and on and on and on as
12 those children grow up.

13 Community involvement, many of us work
14 closely with nonprofit organizations to raise
15 awareness and the money that's needed for different
16 causes. Together, we have made a difference,
17 whether it's in cancer research, improving local
18 living conditions for those in need, or recognizing
19 those who actually make a difference in our
20 community.

21 The station, my coworkers and I are out
22 all the time as part of this community. It's not
23 just a job here. We live here. We get some of our
24 best stories from the local grocery store or from
25 the 7-Eleven, from your beauty shop, and we share

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1 those stories. We invite our viewers to call us and
2 to let us know what they want to hear. And believe
3 me, they do call or they do email and we do share
4 those stories.

5 I am very honored to work for this
6 station because they do support us tremendously,
7 sometimes giving me time off to go do awareness
8 programs. And I think that's important in a
9 community. We are truly a better community because
10 of ABC 27 and I'm honored to be there.

11 Thank you.

12 MODERATOR SIGALOS: Thank you. Anthony
13 Manetta.

14 MR. MANETTA: Thank you very much and
15 thank you for the opportunity to talk to you today.
16 Again my name is Anthony Manetta. I am the state-
17 wide coordinator of the Pennsylvania Amber Alert
18 System and I've had the privilege of working with
19 the broadcasters of Pennsylvania for the last seven
20 years in developing and implementing and operating
21 the Pennsylvania Amber Alert System.

22 The Pennsylvania Amber Alert System has
23 received unfaltering support from the broadcast
24 community and I've had the opportunity to speak to
25 broadcast professionals across the Commonwealth of

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1 their concern about the safety of Pennsylvania's
2 children is sincere and without hesitation. Their
3 voluntary support of the Amber Alert System has
4 directly contributed to the safe recovery of 21
5 children in Pennsylvania who were in imminent danger
6 of death or serious bodily injury.

7 Without the support of the Pennsylvania
8 broadcasters, the Amber Alert would fail. There's
9 no doubt in my mind, as a professional, as the
10 responsible person for Pennsylvania's Amber Alert,
11 it would fail. But with it, we are able to keep the
12 children safe. It acts as a deterrent to people who
13 mean harm to our children.

14 I am personally grateful for the
15 exceptional help afforded to the Amber Alert System
16 by the broadcasters of Pennsylvania. And I tell
17 you, Pennsylvania was the second state in the
18 country to have a state-wide Amber Alert System.
19 And one of the main reasons is because the broadcast
20 community really, genuinely cares about the children
21 in Pennsylvania and what they can do to help. And
22 it's all done voluntarily.

23 And I tell you, other states don't have,
24 I think, that relationship with their broadcasters
25 that we have in Pennsylvania. Specifically here in

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1 the local community, every time we do an Amber
2 Alert, anywhere in the state, the phone rings off
3 the hook from the local broadcasters saying, hey,
4 can we get your face in front of a camera? We want
5 to tell the public about the Amber Alert and how it
6 works. And without their partnership, I tell you,
7 children would not be safe and the plan would fail.

8 Thank you very much.

9 MODERATOR SIGALOS: Thank you. Kathleen
10 Tunney.

11 MS. TUNNEY: Good morning. I'm the
12 Development Director at the YWCA of York. Our YWCA
13 serves some of the most vulnerable residents of
14 York, Pennsylvania. We're one of the largest
15 providers of subsidized child care, we help youth
16 stay in school and we are revitalizing an inner-city
17 neighborhood.

18 Community support is essential for the
19 YWCA and other nonprofits to achieve our dreams.
20 The media of South Central Pennsylvania has been
21 supportive partners of the YWCA. For example, our
22 local Fox station, Fox 43, has been a quintessential
23 community partner. They support our programs and
24 promote our events. Over the past three years, Fox
25 43, through their McCormick Tribune Foundation, has

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1 provided over \$40,000 in grants to our programs.
2 Additionally, Fox 43 has donated tens of thousands
3 of dollars in kind in the support of the production
4 of PSAs and airing of those PSAs.

5 Moreover, staff and executives from
6 local radio, local media, television, newspapers,
7 have served on our committees, advisory boards,
8 providing invaluable insight and resources to our
9 organization. The YWCA would not be able to promote
10 our services and activities without the support of
11 our local media. And we're very pleased with the
12 support we have been receiving.

13 Thank you very much.

14 MODERATOR SIGALOS: Thank you. Robert
15 Woods.

16 MR. WOODS: Good morning. My name is
17 Robert Woods. I am the Executive Director of the
18 United Way of York County. And I'd like to comment
19 on the concept of giving back by our local community
20 or local media.

21 United Way has been the benefactor of
22 the involvement of our media resulting in millions
23 of dollars raised in York County, which has had a
24 tremendous impact on the residents of our community.
25 We are fortunate to have WPMT-TV Fox 43 located in

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1 York County. For the past 14 years, they have
2 produced our local campaign video, produced and
3 aired our campaign TV spots, posted and edited video
4 for campaign radio spots and TV spots, provided
5 special programming featuring the United Way,
6 provided in-kind advertising, news coverage at all
7 of our special events and provided public service
8 announcements. Over those past 14 years, that has
9 valued at close to \$350,000, with just this past
10 year \$30,000 in support that we have received.

11 We have also been the benefactor of on-
12 air personalities hosting our special events and
13 received countless hours of technical assistance.

14 We have also received significant in-
15 kind advertising, use of on-air personalities and
16 other assistance from other radio stations and TV
17 stations in the local area and from our newspaper,
18 the York newspaper company in terms of advertising
19 and coverage by both the York Daily Record and York
20 Dispatch.

21 We are extremely grateful for the media
22 support in the York area. It is important that we
23 are able to communicate our messages to the
24 community, if we are to raise the financial and
25 volunteer resources necessary to make a community a

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1 better place to live. Through our relationship with
2 local media in the York area, we are able to
3 communicate our messages of need and thus help serve
4 the needs of our residents.

5 Thank you.

6 MODERATOR SIGALOS: Thank you. If we
7 can have, please, Sue Sensenig, Patrick Bradley,
8 Dale Kaplan, Linda Thompson and Cathy Denton come to
9 this microphone? Sue Sensenig, Patrick Bradley,
10 Dale Kaplan, Linda Thompson and Cathy Denton.

11 Ronald Gardner.

12 MR. GARDNER: Thank you very much. It's
13 my pleasure to be here this morning. I have served
14 as the Executive Director for the Boy Scouts in York
15 and Adams County for the past ten years. And I can
16 tell you that the level of community support that
17 our organization enjoys in our area from local media
18 is outstanding. Our programs are well supported by
19 both radio and TV, through their on-air coverage,
20 financial support, in-kind resources, and the daily
21 involvement of employees of all of these concerns in
22 the day-to-day operation of our organization.

23 The promotional PSAs that we receive go
24 far beyond just re-airing of stock PSAs that may
25 come from our national office. Our local Fox

1 affiliate spent the time to put together an
2 outstanding locally developed PSA that was produced
3 and put on air just before we began recruiting kids
4 and it was outstanding for us. I have appeared,
5 personally, on public affairs programming, both at
6 Fox and at WSBA, when we were preparing to make five
7 million dollars worth of improvements to our camp
8 and we were preparing for the campaign, that went
9 very well.

10 And also when we do things like Good
11 Turn for America service projects, where we do
12 things in the community to raise tens of thousands
13 of items of food to organize blood donation
14 campaigns and to collect items needed for local
15 shelters, both Fox 43 and WGAL did outstanding jobs
16 for us on that.

17 We receive financial donations from both
18 or from a number of the media outlets in our
19 community. We receive matching funds for things
20 that we raise from the McCormick Tribune Foundation.
21 We receive video support for our capital campaigns
22 and anything that we need to do, Fox is happy to
23 produce those for us and we're very grateful for
24 that.

25 But finally, the personal involvement of

1 the employees is tremendous. They chair our Board
2 as the President. They work tirelessly on our
3 behalf and we are much enriched for having them.

4 MODERATOR SIGALOS: Thank you very much.

5 Randy Freedman.

6 MS. FREEDMAN: Good morning. I am the
7 Executive Director of the York Jewish Community
8 Center. In addition to all else we do, the JCC
9 serves the childcare needs of hundreds of children
10 and is a central location for diversity and
11 Holocaust education in our county.

12 Nonprofits count on the media to get our
13 message across. Our relationship with Fox 43, WGAL,
14 and others in TV, radio, and newspaper, is integral
15 to our communication with our community. I can't
16 possibly put a price tag on the in-kind support that
17 we have received from our media partners. We
18 regularly are proud to see our events and activities
19 featured on the front page of a newspaper or on
20 television. Our reporters regularly are coming to
21 our events to help us communicate. This is key to
22 the success of our programs and therefore furthering
23 our mission.

24 Additionally, the York JCC has been the
25 proud recipient of over \$20,000 in matching funds

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1 from the McCormick Tribune Foundation, which has
2 allowed us to enhance and continue important
3 programming. I think I speak for many that there is
4 significant importance to the local media as
5 collaborators in furthering our mission and the
6 mission of the outstanding nonprofits in our
7 community, thereby allowing a greater reach and
8 effectiveness of our agencies.

9 As an aside, of course, I need to say
10 that last week when we were in storm mode, the value
11 cannot be priced in terms of parents and others
12 knowing whether facilities were open, closed, get on
13 the roads, or not. And we were very grateful for
14 the ongoing support in that area.

15 Thank you.

16 MODERATOR SIGALOS: Thank you.

17 John Riggle.

18 MR. RIGGLE: Hello, everybody. Isn't
19 Harrisburg a great place? My name is -- it is, it
20 is.

21 My name is John Riggle and next week
22 will begin my 20th year as the General Manager of
23 WPMT Fox 43 TV in Harrisburg, York, Lancaster,
24 Lebanon market. When I started at WPMT, we were
25 owned by a small private group of investors and were

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